MINUTES REGULAR WORKSESSION

CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
YUMA CITY HALL – CONFERENCE ROOM 190
ONE CITY PLAZA, YUMA, ARIZONA
JUNE 15, 2010
5:00 p.m.

CALL TO ORDER

Mayor Krieger called the City Council meeting to order.

ROLL CALL

Councilmembers Present: Stuart, Mendoza, Beeson, McClendon, Brooks-Gurrola,

Johnson and Mayor Krieger

Councilmembers Absent: non-

Staffmembers Present: City Administrator, Greg Wilkinson

City Attorney, Steven W. Moore

Purchasing and Contracts Manager, Bill Pfannenstiel

Fire Chief, Jack McArthur

Acting Deputy Police Chief, John Lekan

Various Department Heads or their representative

City Clerk, Lynda L. Bushong

I. REGULAR CITY COUNCIL MEETING AGENDA OF JUNE 16, 2010

Bid Award: Solar Photovoltaic System

Brooks-Gurrola and **Johnson** questioned the award of this item to an out-of-town contractor, rather than per local preference.

- The bids were close.
 - The kilowatt difference between the two suppliers was less than 2.5%. Pursuant to the Yuma City Charter, local preference is an option at a difference of 5% or less.
- Federal stimulus money is funding the project and stimulus money is intended to encourage local job creation.

Pfannenstiel and Moore explained:

- Although the bids appear close, the out-of-town vendor's cost was \$4.76 per watt and the local vendor was \$4.865 per watt, which equates to approximately a \$100 per kilowatt hour difference.
- Per the Yuma City Charter, the City's local preference ordinance and the City's agreement with the State Attorney General, local preference cannot be used for construction bids.
- The City of Yuma received \$877,500.00 in stimulus money, which has been earmarked for three different projects: a lighting and retrofit project; a solar photovoltaic system; and HVAC (heating, ventilation and air conditioning) systems.

Bid Award: Sodium Hypochlorite Bleach 12.5%

Brooks-Gurrola asked whether any local vendors bid on this item; **Pfannenstiel**: The chemical is not available locally.

Contract Award: Request for Qualifications (RFQ) Stormwater Engineering Consulting Services

Johnson questioned how this RFQ was scored.

Pfannenstiel explained:

- Staff proposes to award two work order contracts: one to Osman Engineering and another to James Davey and Associates, Inc.
 - James Davey of James Davey and Associates, is a former Engineer for the Yuma County Water Users Association and has been designing and working on water projects for 30 years.
 - Abraham Osman is a former City employee who formed his own Engineering Company. Osman participated in researching, drafting and the adoption process of the current City of Yuma stormwater regulations.
- State law requires that RFQ's be awarded based on qualifications, rather than low bid.

Johnson asked to see the scoring sheets and selection criteria for this RFQ.

Appointment of Acting City Administrator

McClendon asked for confirmation that the list of names of Acting City Administrators is not hierarchical in nature. Wilkinson confirmed that is the case.

Ordinance O2010-34 Call of Election: Public Safety Tax

McArthur and **Lekan** presented the following information:

- Extending the tax presents a long term way to fund public safety needs.
- The extension would be for 10-20 years.
- The current Public Safety Tax is:
 - Two-tenths of one percent
 - Constituting one-tenth of the Hospital Tax
 - Less than half the City Road Tax
 - One-fifth the recently passed State sales tax.
 - Has been in effect for 15 years
 - Limited in scope of use to:
 - The construction of new Municipal Court and YPD facilities, new fire stations and a new communications system.
 - There is a need to change the permitted uses of the funds.

• Extending the tax will support continued system sustainability – the level of service citizens have come to expect.

Discussion

- •The word "tax" scares people.
- •There is no such thing as a temporary tax.
- •The current tax doesn't expire until 2015. Why put on the ballot in 2010?
 - •The process is long and planning for renovations takes time.
- Maintenance of Effort Clause
 - There needs to be some guarantee that the money will indeed be used for what taxpayers were told and not for operations, salaries, gasoline or such.
- Sunset date
 - •Is it staff's intention to bring the issue back with a sunset (expiration) date, should it voters deny it because of the omission.
 - •If the City Council wants to include a sunset date, it should do so prior to adopting the ordinance tomorrow.
 - •The schedule for the fall election does not allow the City Council any additional time to rework the ballot language.
- •Will the language be clarified and made easier to understand?
 - •This is the ballot language; clear educational information will be made available for the public.
- •This tax will penalize the working poor.
 - It is the City Council's responsibility to determine the need for the tax and put it on the ballot. Voters will make the final decision.
- •Wilkinson noted that he had contacted certain local groups about the extension. In discussing this with those groups, he stressed the fact that supporting public safety is a continuous effort. He spoke with many community members willing to support a public safety tax without an ending date. Once the election is called, the City will begin the outreach efforts.

II. YUMA VISITORS BUREAU

Susan Sternitzke, Interim Executive Director of the Yuma Visitors Bureau (YVB) briefed Council, as follows:

- YVB has: new ideas, a new direction, a new Board, a new Interim Director, and a new building
- Total budget: \$1.7 million dollars.
 - 2% Hospitality Tax funding: \$650,000 annually
 - Yuma Crossing National Heritage Area (YCNHA), Heritage Festivals operations will be coming under the umbrella of the YVB, bringing with it its \$81,000 in 2% Hospitality Tax funding.
 - · Current staffing will merge.
 - YVB will be responsible the marketing and management of at least 16 Heritage Festival events.

- Mission: To promote the Yuma community as a year-round destination by nurturing tourism growth and community support.
 - To put "heads in beds" an industry term for filling hotel rooms.
- Achievements
 - 1,510 more rooms were sold in Yuma County in the 1st quarter of 2010 than were sold in the same quarter in 2009.
 - Attributable to agriculture and military presence
 - Although hotel room demand is down, Yuma is doing better than the nation overall, the State as a whole and the metropolitan Phoenix and Tucson areas individually.
- Challenges in 2009-2010 Fiscal Year:
 - 13.6% increase in hotel room supply, resulting in 15% decrease in individual occupancy rates
- Challenges in 2010-2011 Fiscal Year
 - Arizona Office of Tourism budget cuts \$50,000
 - Continuing oversupply of hotel rooms
 - Fierce local competition
 - Perceived safety issues
- YVB is working on a new logo, a new website and promotional video, as well as a new ad campaign, dubbed: Refresh Your Senses.
 - Each ad in the campaign will draw upon the area's attraction to one of the five senses.
- YVB is able to leverage collaborative advertising opportunities:
 - YCNHA will provide funding to market the Territorial Prison, the Quartermaster Depot and Pivot Point Plaza.
- New program will focus on Agriculture "Showing What We're Growing" goals:
 - Develop relationships with all areas of local agriculture
 - Market what Yuma already has
 - Offer grants for agri-tourism-related experiences
 - Partner with the University of Arizona Agricultural Extension Office with "Pick in Our Field" program
 - Partner with local grocery stores to create displays and encourage participation
 - Begin researching the possibility of creating an agriculture museum
- Overall Goals/Accountability
 - Establish and meet sales goals for room nights booked
 - Maintain proactive advertising/marketing and media relations program
 - Create local partnerships and opportunities for collaboration
 - Implement ad campaign tracking program to determine return on investment
 - Maximize opportunities to reach visitors at Visitors Information Center

III. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION

No additional items were discussed.

IV. ADJOURNMENT/EXECUTIVE SESSION

Motion	(Beeson/Mendoza):	To adjourn to	Executive Session.	The meeting	adjourned a	at 6:30
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Lynda I Bushong, City Cle

Alan L. Krieger, Mayor

Approved at the City Council Meeting of:

City Clerk: